## WHAT IS CLAIMED IS:

- 1. An image capture device for capturing an image comprising:
- (a) a substrate
- (b) an image sensor on the substrate for receiving incident light; and
- (c) non-volatile, programmable memory on the substrate for storing predetermined variables that are loaded into predetermined circuitry used to manage the image sensor upon startup.
- 2. The image capture device as in claim 1, wherein the programmable memory is PROM, FLASH or EPROM for providing non-volatile memory that keeps its contents when power is removed.
- 3. The image capture device as in claim 2, wherein the image sensor and integrally disposed programmable memory are components of a digital still camera.
- 4. The image capture device as in claim 1 further comprising a dedicated logic for loading the non-volatile memory prior to image capture.
- 5. A method for initiating startup of an image capture device, the method comprising the steps of:
  - (a) providing an image sensor for receiving incident light;
- (b) providing a microprocessor for assisting the image sensor in image capture; and
- (c) loading predetermined variables from non-volatile, programmable memory into the image sensor upon startup.
- 6. The method as in claim 5, wherein step (c) includes providing PROM, FLASH or EPROM as the non-volatile programmable memory.

- 7. The method as in claim 6 further comprising the step of enclosing the image sensor and integrally disposed programmable memory in a digital still camera.
- 8. The method as in claim 5 further comprising the step of providing dedicated logic for loading the non-volatile, programmable memory prior to image capture.